

President's Report 2005-2006 June 24, 2005

Dear Members,

It gives me great pleasure to present the review of financial performance and the activities of the Society for the year 2005-06.

Overview

The year 2005-2006 has been another successful year for MRSI .

During the year we continued to focus rigorously on our 3C Strategy of Convince, Convert & Collaborate.

I am happy to report that the dedicated teams we set up for undertaking various initiatives under each of the 3 Cs has made significant progress. These teams have helped us to rope in a wider number of members from the MR fraternity to take active part in MRSI projects. These are stepping stones to expanding & enhancing the involvement of a larger body of MR Professional including infusion of younger generation of MR Professionals, in the activities of MRSI.

In 2005-2006, the key initiatives undertaken within the ambit of the 3C Strategy were: -

Thrust	Initiative	Project Leaders
CONVINCE	"MR WORKS" Seminar - - 2005 held on Oct 28 - 29, 2005	Amit Adarkar (Synovate) Prashant Kollerri (TNS) Praveen Nijhara (IMRB)

There were around 180 attendees to the seminar. Need to focus on getting more sponsorship for the event.

The "MR Works" Seminar continues to be the Flagship event on the MRSI Calendar. The next one is planned for Feb 23 - 24, in Delhi. A 5 member team led by Bhupender Mathur (IMRB), B Narayanswamy (Indica), Sonia Pall (ACN), Paru Minocha (Synovate), R Ravi Shanker (TNS) is working on it.

CONVERT : MR SYMPOSIUM 2005

(No symposium was held in 2006, should we discuss this)

COLLABORATE

This thrust area has generated a lot of enthusiastic response amongst the members and 8 Key projects were launched during the year.

Thrust	Initiative	Project Leaders
COLLABORATE	1. MR Field Certification.	Kiran Jaitly (HLL)
	2. Revitalising Local Chapters	Alok Shankar (Synovate)
	3. MR Training	Mohan Krishna(BIRD) Sunil Karve (RI)
	4. New Consumer Classification – Pan-Industry Initiative	BV Pradeep (HLL)
	5.Fringe Benefit Tax Committee	Partha Rakshit with Alok & Jenny
	6. Building the MRSI Brand	Kedar Sohoni (Crosstab)
	7. MRSI Products Committee	Rinita Singh (Quantum)

Now I would like to take the opportunity to provide an overview of the 8 Key projects underway currently.

1 MR FIELD CERTIFICATION

For a long time, the MR Industry has suffered from allegations of providing poor quality data, but so far no specific

initiative had focussed on this pressing need to raise the bar in the area of MR field quality. More importantly, the need is to assign recognition to the fact that "collection of consumer data through skillful interviewing" is a professional skill. Hence, there was a strong need felt for training & certification of professional MR interviewers, to help improve the quality of interviewer resource pool, and provide the job the professional status it deserves.

Hence, a team of 10 plus Heads of Field dept from MR agencies was formed to take on this challenge.

Kiran Jaitly of HLL, who heads the Consumer Connections & MR Field dept, is leading the initiative.

I am proud to say that this team has done an outstanding job in a very committed way. This system will help create a pool of certified freelance professional interviewers who can be hired by all agencies. The feedback system from agencies will help ensure that we always use a pool of "trustworthy or qualified" interviewers to raise the bar on quality of field data. We have already started receiving the requisition form agencies like Indica, IMRB, HLL etc

I would like all of you to join me in applauding the significant contribution by this MRSI field committee, which I feel will make a significant difference to this Industry. Whilst on this topic of field data quality, which is close to my heart, I would like to put across a point of view to all agency heads, here today. Field Services cannot improve, if that dept is not put on a pedestal and given the respect & support it deserves within each agency organization. For E.g. you can never expect a good quality product from a factory, if the factory manager & team are not shown the importance they deserve within the Company. I feel it will change only if the Agency heads send a strong message on this to everyone within their Research Organization. I hope we will encourage & support our field teams, even as they toil hard for getting us good quality data.

2 REVITALISING MRSI CHAPTERS:

Bangalore Chapter: Ranjan Samanta of TVS-Motors has been appointed Chief Convener MRSI Bangalore Chapter. Rajaretnam of RI as Finance Convener, Seshagiri Gudipudi (ACN) as Operations Convener & Bala of IMRB were actively involved in the Chapter launch, which was held on 3rd Feb 2006 at hotel Taj West End. It was a cascade event of the 16th MRSI seminar held in Mumbai, wherein the winning papers & the other best papers were presented. Around 100 delegates attended the launch seminar.

Delhi Chapter: Due to the focused, thrust in this area, the first step of a "Soft launch" has been undertaken in Delhi, where a Core group led by Bhupender Mathur (IMRB) & Sangeetha Gupta (ACN) has been set up. The formal Chapter opening needs to be initiated with aggressive selling-in to clients, as well. The 17th MRSI Seminar scheduled on 23rd , 24th Feb 2007 will help revitalise the Delhi Chapter.

There are a number of ideas on how to turn each Chapter into a "Profit Centre" to generate adequate funds for its activities & also add to our MRSI corpus. We need to convert these into concrete action plans now

3. MR TRAINING

The Third initiative which is in the planning stage is the launch of a series of "Management Development Programs" focussed on specific Marketing / MR related topics E.g. Segmentation, Pricing etc. The idea here is to provide a 2/3 day program targetted to Client Marketing / Brand / MR Managers in various Client Companies, to equip them with all aspects of research related to the chosen topic with practical guidelines on application. The Course will cover theory & techniques available in the published MR literature, followed by presentation by agencies, with their proprietary specialised models. This initiative, we believe will help educate Client Managers on MR and help the growth of the MR Industry in the long run, whilst generating revenues for MRSI. This initiative is being led by Mohan Krishna (BIRD), alongwith Sunil Karve (RI). This is the first foray of MRSI into the area of MR training, and I take this opportunity to wish Mohan & Sunil all the success.

4. NEW CONSUMER CLASSIFICATION SYSTEM (NCCS)

A Pan Industry initiative led by MRSI-MRUC has been set up with over 20 representatives from MR Agencies, Ad Agencies, Media Agencies, Academic Institutions & Corporates. The analysis of IRS & other data sources is currently on, to work out the best system to replace our aging SEC system. This system will measure "Affluence level & Propensity to spend" of Consumers, and will be one system covering both Urban and Rural Consumers. The MRSI Committee members will be taken on board with a specific presentation, once the draft of the new system is ready in the next couple of months.

5. FRINGE BENEFIT TAX COMMITTEE

In the last MC meeting, a Committee led by Partha Rakshit, Alok Shankar & Jenny Abraham has been set up to put up the MR Industry case for lowering / waiver of this to, to the Central Government. Partha is in the process of drafting a note to kick-start this initiative.

6. ESOMAR APAC Conference

ESOMAR APAC Conference was held from 19th to 21st March 2006 at Hotel JW Marriott, Mumbai

7. Two more Project Committees on

- (a) Building the MRSI Brand
- (b) MRSI Products Committee

have been set up. Progress on this will be reported at the earliest next opportunity.

Activities undertaken

MRSI Website: The MRSI website was launched last year. However, it has been observed that the website has turned very static with not much to offer. It was decided to convert it into one point source of information on MR & also a revenue generation medium. A team of Deepa Soman (Lumiere), VG Pillai (Indica), Kedar Sohoni (Cross-Tab) has been formed to develop & revamp the website.

Size of MR Industry: The last report on the size of MR industry MRSI has is of 1989 – 90. So it was high time to have the latest report. A format has been sent to all the agencies & users of MR to send the data for the calendar year 2004 & 2005. Price Waterhouse has been appointed to compile the data received from the agencies & the users. Last date to send the data to PWC is 23rd June 2006.

Financial Review

In the financial year there will be a net surplus of Rs. 1.72 Lakhs. The fund earmarked for the library now stands at Rs. 41.00 Lakhs (after spending Rs.46.13 lakhs for the library cum office premises).

INCOME	Amt (in lacs)	Amt (in lacs)
by membership (corporate & Individual)	5.40	
Seminar & FCP	2.94	
Total Income	(A)	11.31
EXPENSES	Amt (in lacs)	Amt (in lacs)
Expenses	6.06	
Income tax	0.04	
Depreciation	3.34	
Total Expenses	(B)	9.44
Surplus for the year	A - B	1.87
transfer to library premises fund		1.72
Surplus c/f to balance sheet		0.15
Total library premises fund	41.00	
total surplus	6.83	
New corporate members for 2005 - 06		3
New Individual members for 2005 - 06		4

Before I close, I would like to thank all my MC members who have provided unstinted support to all these initiatives & many a time, even putting aside their personal priorities. I request all agencies to continue to extend the wholehearted support they have always given us so far, in the coming years, as well.

On behalf of the Managing Committee

Thomas Puliyeel
President

Mumbai
June 26, 2006